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FIVE YEARS
OF
TOURIST STUDIES
IN
MONTANA



MONTANA STATE HIGHWAY COMMISSION
PLANNING SURVEY DIVISION
IN COOPERATION WITH
U. S. DEPARTMENT OF COMMERCE
BUREAU OF PUBLIC ROADS

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INTRODUCTION

Tourism has always ranked high in the industries that contribute to the economy of the State of Montana. Since the end of World War II, efforts have been made to determine the number of out-of-state visitors entering the state and their contribution to the economy of the state in the expenditures made while visiting the state. Prior to 1958, most of the information was obtained by questioning those visitors who stopped at the port-of-entry stations upon entering the state. It was estimated that about one out of three out-of-state automobiles entering the state during the summer months stopped at these stations. When consideration was given to the remaining two-thirds of the visitors who did not stop at the stations plus the visitors during the remaining nine months of the year that entered during a period when the stations were not in operation, it was evident that only about one visitor out of twenty was being contacted concerning travel in the state and the estimated expenditures during the visit.

In 1958, it was decided that a new method should be devised for obtaining information concerning the tourist and his travel desires, objectives, mileage traveled, expenditures and related information. At that time, it was decided that the Planning Survey Division of the State Highway Commission would conduct roadside interviews at seventeen stations on main highways at the state border. The locations of these stations are shown in Figure 1.

Roadside interviews at these stations were designed to obtain general information concerning the characteristics of the out-of-state visitor as well as the Montanan who was leaving the state. Both outbound and inbound drivers were interviewed; however, the final analysis was confined to data obtained from outbound drivers for the reason that inbound drivers can only make an estimate of their activities during the visit in the state. Such estimates could be incorrect and misleading.

A second phase of this tourist survey was conducted under the direction of faculty members of Montana State University. This phase of the survey consisted of the detailed interviewing of a sample of visitors at hotels, motels and campgrounds distributed throughout the state. Interviews at these places attempted to obtain detailed information that could not be acquired conveniently in the limited time devoted to the roadside interviews.

The results of both phases of the tourist survey were reported in a publication entitled "Montana Tourist Survey of 1958". This book received wide distribution, and it was of considerable interest to the various persons and groups who were interested in this important subject.

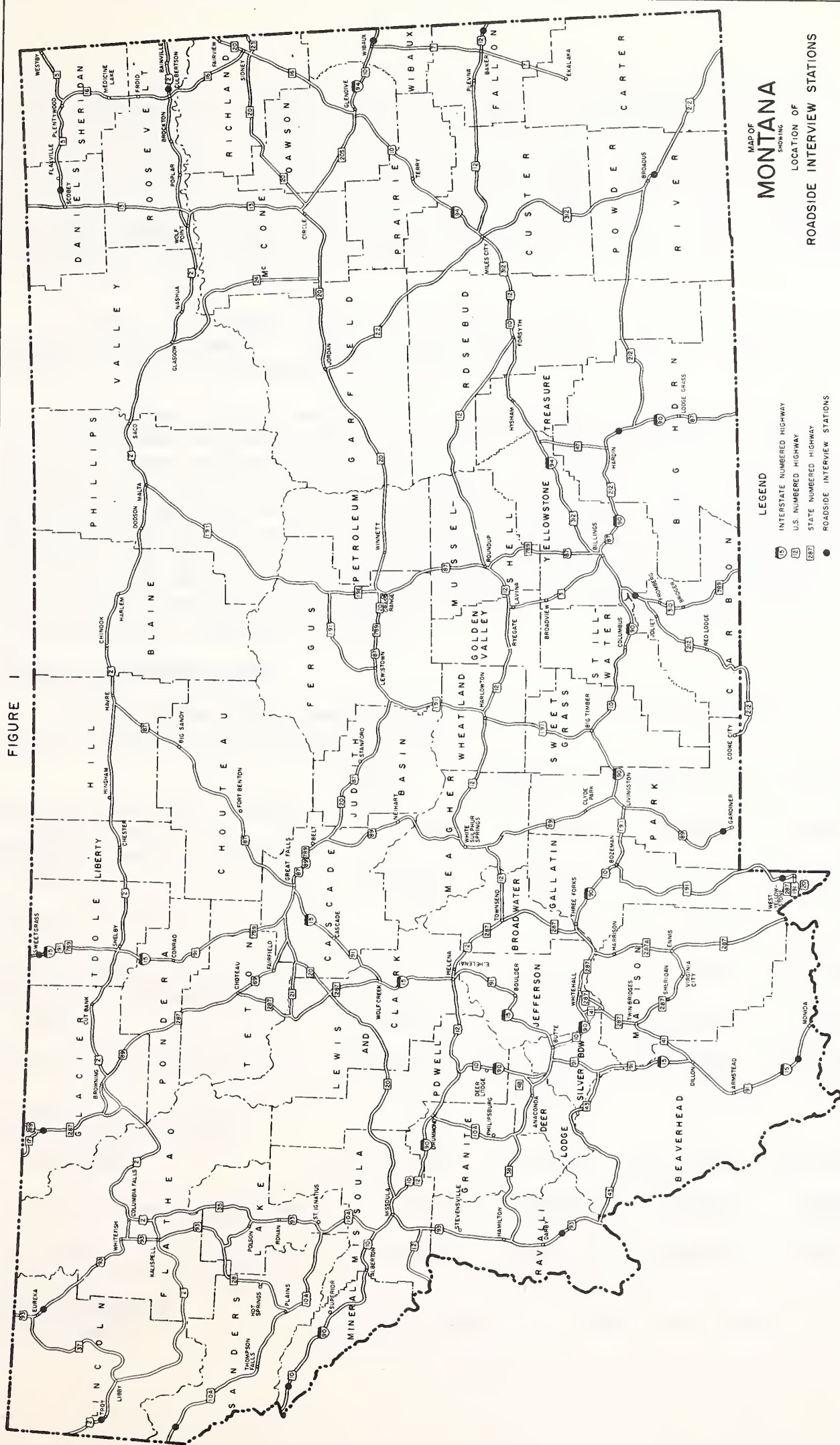
Since it was believed that the data developed in the 1958 survey would be valid for several years, it was decided that a repeat comprehensive survey would not be necessary for a period of about five years. It was considered important,



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<https://archive.org/details/fiveyearsoftouri1963mont>

FIGURE 1



however, to devise some method of obtaining limited data that would give a reliable indication of trends from year to year in the field of tourism. The decision was reached to obtain these data on trends by conducting the same type of roadside interview of outbound visitors for a period of sixteen daylight hours at each station on one day during the summer season. Stations at Eureka, Scobey and Broadus were of minor importance, and these stations were eliminated in following summer surveys, leaving stations at points near Troy, Babb, Sweetgrass, Culbertson, Wibaux, Baker, Crow Agency, Rockvale, Gardiner, West Yellowstone, Lima, Darby, Haugan and Noxon.

In 1959, the summer survey was conducted under the jurisdiction of the Advertising Department. Surveys during the summers of 1960, 1961 and 1962 were conducted by the Planning Survey Division.

The purpose of this report is to summarize and to compare, insofar as possible, the data obtained during the period of 1958 to 1962, inclusive. Since the interview forms and procedures used during 1958 and 1959 differed somewhat from those of 1960, 1961 and 1962, the data are not always directly comparable, and in some tables, the data are reported only for the latter three years. The data contained in this report are of considerable interest as indicators of trends that have developed over the five-year period. They also provide some indication of the reliability of the data as revealed by reasonable consistency over the period of years. The reported results should also be of value in revealing areas that need further investigation in subsequent surveys.

GENERAL COMPARATIVE DATA

The following table summarizes the major data obtained during the five-year survey period of out-of-state visitors:

	<u>1958</u>	<u>1959</u>	<u>1960</u>	<u>1961</u>	<u>1962</u>
Cars entering state during summer season	379,595	392,425	399,054	384,435	463,069
Estimated number during entire year	702,625	726,371	738,647	711,583	857,155
Persons per car	3.1	3.2	3.1	3.2	3.3
Total visitors by car	2,178,138	2,324,387	2,289,804	2,277,067	2,828,612
Visitors by other modes of travel	384,377	410,186	404,083	401,836	499,166
Total number of visitors	2,562,515	2,734,573	2,693,887	2,678,903	3,327,778
Average stay in nights	4.0	3.6	3.8	3.3	3.5
Total person-days of visitation	10,250,060	9,844,463	10,236,771	8,840,380	11,647,223
Expenditure per person-day	\$8.71	\$8.91	\$9.45	\$9.61	\$9.85
Expenditure per party-day	\$27.00	\$28.50	\$29.30	\$30.75	\$34.47
Total estimated expenditures	\$89,278,023	\$87,714,165	\$96,787,486	\$84,956,052	\$114,725,146

During the roadside interviews, the number of automobiles passing the station was counted, and this would provide an indication of the trend from year to year since the stations were covered for about the same time each year. The reliability could be questioned, however, since the coverage was not identical for each station from year to year. Under these conditions, it was assumed that a better indicator of visitation during the summer period and the entire year was available in the regular traffic counting program that has been in effect on main highways since the 1930's. As part of this program, the number of out-of-state automobiles is counted at numerous stations on the Primary Highway System throughout the state. Although this is a sampling process, it does provide statewide coverage for the different seasons of the year, and it is considered a better indicator of tourist travel than the limited sample available during the summertime tourist interview period. Consequently, the estimates of the number of out-of-state cars entering the state during the summer season and for the entire year were developed on the basis of the results of the regular traffic-counting program.

The number of out-of-state visitors entering the state by means other than automobile has been developed on the basis of a report from the American Automobile Association that 85% of tourists travel by automobile and 15% use other modes of transportation. This is an area that requires further investigation, and it is expected that the comprehensive tourist survey 1963, which is underway, will verify the reliability of this estimate.

STATE OF ORIGIN

The state of origin of out-of-state visitors has been obtained for each of the years and the results are shown in Table 1. During part of this period, the Canadian provinces were reported separately; however, it has been necessary to combine them as a Canadian total in order to compare the data for all of the five years.

As shown in Table 1, the five leading states for each year have accounted for about one-half of the out-of-state visitors. The ten leading states have accounted for better than two-thirds of the visitors with the exception of 1962 when the Seattle World's Fair was in operation and the normal traffic movements were distorted. It appears that the attractive power is related to both the population of the states involved and the proximity to Montana.

Canada has appeared in first position for three years of the five. Washington and California have both occupied first position for one year out of the five. Stated in different terms, Canada, Washington and California have been in the leading five states during all of the five years, Minnesota for four years, and North Dakota has appeared for three years, with Illinois appearing for two years out of the five.

PARTY SIZE

The number of visitors per party has ranged from 3.1 to 3.3 with no evident trend from year to year. Table 2 presents a percentage distribution of the various size parties. It is interesting to note that for the four years for which data are available, approximately 80% of the visiting parties consisted of four persons or less. The table also shows a reasonable consistency over the years of the percentage of parties of the different sizes.

TABLE 1

COMPARISON BY YEARS OF
TEN LEADING VISITOR STATES

1958		1959		1960	
STATE BY RANK	PERCENT VISITING PARTIES	STATE BY RANK	PERCENT VISITING PARTIES	STATE BY RANK	PERCENT VISITING PARTIES
1. Canada	15.16	1. Washington	11.73	1. Canada	14.40
2. Washington	14.19	2. Canada	11.19	2. Washington	10.82
3. California	10.89	3. California	11.00	3. California	10.61
4. Minnesota	6.92	4. North Dakota	6.33	4. Idaho	5.48
5. North Dakota	<u>4.81</u>	5. Minnesota	<u>7.22</u>	5. North Dakota	<u>5.45</u>
Subtotal	51.97	Subtotal	47.47	Subtotal	46.76
6. Idaho	4.43	6. Idaho	6.29	6. Minnesota	5.07
7. Illinois	4.06	7. Illinois	3.76	7. Utah	4.82
8. Oregon	3.64	8. Oregon	3.36	8. Wyoming	3.94
9. Wisconsin	2.61	9. Michigan	3.09	9. Illinois	3.20
10. Michigan	<u>2.59</u>	10. Wisconsin	<u>2.40</u>	10. Oregon	<u>2.95</u>
Acc. Subtotal	69.30	Acc. Subtotal	66.37	Acc. Subtotal	66.74
Other States	30.70	Other States	33.63	Other States	33.26
TOTAL	100.00	TOTAL	100.00	TOTAL	100.00

1961		1962	
STATE BY RANK	PERCENT VISITING PARTIES	STATE BY RANK	PERCENT VISITING PARTIES
1. Canada	16.15	1. California	9.62
2. Washington	13.41	2. Minnesota	7.94
3. California	10.89	3. Canada	7.67
4. Minnesota	5.62	4. Washington	7.56
5. Illinois	<u>4.22</u>	5. Illinois	<u>4.86</u>
Subtotal	50.29	Subtotal	37.65
6. Idaho	4.13	6. Michigan	4.51
7. Utah	3.72	7. Iowa	4.23
8. Oregon	3.48	8. Wyoming	3.62
9. North Dakota	3.42	9. Wisconsin	3.31
10. Michigan	<u>2.53</u>	10. North Dakota	<u>3.22</u>
Acc. Subtotal	67.57	Acc. Subtotal	56.54
Other States	32.43	Other States	43.46
TOTAL	100.00	TOTAL	100.00

TABLE 2

SIZE OF VISITING PARTIES

<u>SIZE OF PARTY</u>	<u>PERCENTAGE DISTRIBUTION</u>				
	<u>1958</u>	<u>1959</u>	<u>1960</u>	<u>1961</u>	<u>1962</u>
1	6.2	--	10.6	8.7	7.3
2	35.7	--	33.7	33.8	31.6
3	18.7	--	17.5	17.9	18.3
4	<u>22.4</u>	<u>--</u>	<u>19.5</u>	<u>21.7</u>	<u>21.2</u>
Subtotal	83.0	--	81.3	82.1	79.1
5	10.6	--	10.4	10.4	12.1
6	4.4	--	5.7	5.5	6.3
7	0.5	--	1.9	1.4	1.7
8	1.0	--	0.4	0.4	0.6
9 or more	<u>0.5</u>	<u>--</u>	<u>0.3</u>	<u>0.2</u>	<u>0.2</u>
Subtotal	17.0	--	18.7	17.9	20.9
TOTAL	100.0	--	100.0	100.0	100.0
AVERAGE	3.1	3.2	3.1	3.2	3.3

Table 3 shows the party size as governed by trip purpose. There is also reasonable consistency of data for the three years reported in the party size for each purpose. It is evident that the party traveling for business purposes has the lowest number of persons. Individual traveling salesmen probably account for this lower average of party size. This effect appears to also reduce the average size of the parties on combined business and pleasure.

The size of the average party using various types of lodging is presented in Table 4. This table indicates that the smallest parties, ranging from 2.4 to 2.6 persons, tend to use hotels. At the other extreme, the larger parties tend to use tourist rooms (3.4 - 3.6 persons) and camping facilities (3.7 - 3.8 persons).

TRIP PURPOSE

Table 5 shows the percentage distribution of the parties traveling for different trip purposes. It is evident that the great majority of the out-of-state parties are traveling on vacations. The proportion on vacation has ranged from 80% to 87% over the five-year period, with the higher percentages appearing in the last two years. It may be noted that pleasure trips were introduced as a separate category in the surveys of 1960, 1961 and 1962. During the interviewing period, it became evident that this additional classification was needed in order to cover the short pleasure trips which were not truly vacation trips.

TRIP INFLUENCE

During the course of the interviews, the visitors were handed a postage-paid card on which they were asked to trace their route through the state, report the estimated total amount spent in the state and indicate, from a multiple-choice listing, the factor that influenced their trip to Montana.

Table 6 shows the number of parties and the percentage distribution of responses to the standard trip influences. It should be noted that approximately 62% of the persons either did not return the card or did not show their comments thereon. Of those reporting, the highest proportion (43%) were passing through the state enroute to another objective. Friends and relatives influenced the visit of 25% of the respondents. Business accounted for 9% of the trips, previous visit 8%, advertising 4% and other influences 11%. The proportion visiting the state because of advertising is probably understated for the reason that the effect of advertising cannot be precisely measured. In other words, a person may have seen advertising at some time that stimulated his interest in the state, but by the time he actually visited the state, some other influence may have been uppermost in his mind.

TYPES OF LODGING USED

During the roadside interviews, the visitor was requested to state the type of lodging accommodation used on the previous night. The results of the responses are shown in Table 7. Motels were used for slightly more than one-half of the instances for the five-year period. The visitors stayed with friends and relatives for about 14% of the instances. Camping facilities were used for about 11% of the instances, and hotels were used for about 6% of the instances.

It is interesting to note that over 40% of the visitors used facilities other than hotels, motels and tourist rooms, which are classified as commercial facilities. There also appears to be an increasing trend towards the use of trailers of various types.

TABLE 3

SIZE OF PARTY BY TRIP PURPOSE

<u>TRIP PURPOSE</u>	<u>PERSONS PER PARTY</u>		
	<u>1960</u>	<u>1961</u>	<u>1962</u>
Vacation	3.3	3.3	3.4
Business	2.1	1.8	2.1
Pleasure	3.3	3.0	3.2
Business and Vacation	2.9	2.8	2.8
Moving	3.0	2.8	2.9
Other	<u>3.1</u>	<u>3.0</u>	<u>2.5</u>
AVERAGE	3.1	3.2	3.3

TABLE 4

SIZE OF PARTY BY TYPE OF LODGING

TYPE OF LODGING	PERSONS PER PARTY			
	1959	1960	1961	1962
Motel	3.2	3.1	3.1	3.2
Hotel	2.5	2.4	2.4	2.6
Tourist Room	3.4	3.6	3.6	3.6
Camping	3.7	3.7	3.7	3.8
Friends	--	3.0	3.2	3.3
Relatives	--	3.4	3.3	3.5
Trailer	3.5	3.2	3.5	3.8
Home	3.1	2.1	3.0	2.8
Car	3.0	2.6	2.8	3.8
Other	<u>3.0</u>	<u>3.4</u>	<u>2.9</u>	<u>3.1</u>
AVERAGE	3.2	3.1	3.2	3.3

TABLE 5

VISITATION BY TRIP PURPOSE

<u>TRIP PURPOSE</u>	<u>PERCENTAGE DISTRIBUTION</u>				
	<u>1958</u>	<u>1959</u>	<u>1960</u>	<u>1961</u>	<u>1962</u>
Vacation	83.1	80.0	78.3	86.0	86.5
Business	10.0	13.1	12.9	6.5	6.4
Pleasure	--	--	2.3	2.4	2.4
Business and Vacation	6.0	5.0	3.0	1.7	1.2
Moving	--	--	2.7	3.3	3.2
Other	<u>0.2</u>	<u>1.2</u>	<u>0.8</u>	<u>0.1</u>	<u>0.3</u>
TOTAL	100.0	100.0	100.0	100.0	100.0

TABLE 6

INFLUENCE FOR VISIT

<u>INFLUENCE</u>	<u>1960</u>		<u>1961</u>		<u>1962</u>	
	<u>NUMBER</u>	<u>PERCENT</u>	<u>NUMBER</u>	<u>PERCENT</u>	<u>NUMBER</u>	<u>PERCENT</u>
Advertising	53	1.46	78	2.32	58	1.35
Business	163	4.49	123	3.66	111	2.59
Friends and Relatives	324	8.93	329	9.79	395	9.22
Passing Through	469	12.92	557	16.57	805	18.79
Previous Visit	147	4.05	100	2.97	100	2.33
Other	183	5.05	134	3.98	142	3.32
Not Reported	<u>2,290</u>	<u>63.10</u>	<u>2,041</u>	<u>60.71</u>	<u>2,673</u>	<u>62.40</u>
TOTAL	3,629	100.00	3,362	100.00	4,284	100.00

TABLE 7

TYPE OF LODGING USED

<u>TYPE OF LODGING</u>	<u>PERCENTAGE DISTRIBUTION</u>				
	<u>1958</u>	<u>1959</u>	<u>1960</u>	<u>1961</u>	<u>1962</u>
Motel	55.3	49.3	47.3	50.9	48.8
Hotel	5.6	8.0	5.8	5.0	5.6
Camping	12.3	9.4	11.5	13.2	12.6
Friends and Relatives	12.5	14.0	13.9	14.5	13.4
Tourist Room	0.8	1.3	1.3	1.7	1.7
Trailer	1.7	4.7	5.5	5.3	6.9
Home	8.0	7.2	6.5	2.8	3.4
Car	2.1	3.3	2.9	3.3	4.0
Other	<u>1.7</u>	<u>2.8</u>	<u>5.3</u>	<u>3.2</u>	<u>3.6</u>
TOTAL	100.0	100.0	100.0	100.0	100.0

As part of the survey, it was noted whether or not the visitor had a house trailer, camp trailer or camping rack on his automobile. A supplemental analysis shows that about one-third of the persons transporting such facilities reported that they had used some type of commercial lodging facility on the previous night. The reliability of this conclusion may be affected somewhat by the fact that what was observed to be a camping rack may not have contained camping equipment but luggage or other items. For example, a large party traveling in one vehicle may have found it necessary to store the luggage on a camping rack, and since the equipment was generally covered, it was not possible to observe the contents.

LENGTH OF VISIT

The length of visit in the state has an important effect on the total expenditures and the total contribution to the economy of the state. As part of the interview, the visitor was asked to report on the number of nights stayed in the state. The resulting averages for various trip purposes are shown in Table 8. Assuming that other factors remain the same, the increase in the average visitation of one night would result in an increase of about one-third in the total expenditures made while in the state.

From the data in Table 8, it is evident that business trips produce longer visitation in the state than other trip purposes. The effect is also shown in the combination of business and vacation trips. Persons moving through the state enroute to another objective spend the least amount of time in the state. Pleasure trips are also of shorter duration.

The duration of visit by type of lodging used is reported in Table 9. There is reasonable consistency of data over the five-year period for most categories, but some erraticism exists in a few instances. It is evident that persons staying with friends and relatives and pulling trailer houses have a tendency to stay longer than those using motels or hotels. Contrary to general assumptions, the parties using camping facilities do not seem to stay in the state longer than the average for all facilities. The average length of stay in motels is less than the stay in hotels. It should be repeated that these figures are based on the type of facility used on the night previous to the day of interview.

The length of stay is presented in a different form in Table 10 which shows, by trip purpose, the length of stay by individual nights or groupings in the higher categories. Approximately 11% of the visitors do not stay overnight in this state. It is assumed that these are parties originating in nearby states and passing through to objectives in other states.

On an accumulative basis, about 45% of the visitors stay one night or less, and about 67% of the visitors stay for two nights or less. About 6% of the visitors stay for ten nights or more. These figures show a preponderance of trips of one night or less for parties on business or pleasure trips, but there is also a substantial proportion of business trips that last for ten nights or more. It is interesting to note that parties moving through the state without internal objective show a high concentration of one-night visits. This appears to conform to the fact that it is very difficult to travel across a state the size of Montana without making at least one overnight stop.

DURATION OF ENTIRE TRIP

As part of the roadside interview, the visitor was asked when he left home

TABLE 8

NIGHTS IN STATE BY TRIP PURPOSE

<u>TRIP PURPOSE</u>	<u>NIGHTS IN STATE</u>				
	<u>1958</u>	<u>1959</u>	<u>1960</u>	<u>1961</u>	<u>1962</u>
Vacation	3.8	3.4	3.4	3.3	3.3
Business	4.2	4.3	6.0	4.3	5.1
Pleasure	--	--	1.5	2.1	2.7
Business and Vacation	2.2	4.1	9.2	4.5	7.6
Moving	--	--	2.3	1.9	1.6
Other	4.7	2.7	7.6	10.5	8.5
Not Stated	<u>5.1</u>	<u>6.4</u>	<u>--</u>	<u>--</u>	<u>--</u>
AVERAGE	3.7	3.6	3.8	3.3	3.5

TABLE 9

NIGHTS IN STATE BY TYPE OF LODGING

TYPE OF LODGING	NIGHTS IN STATE				
	1958	1959	1960	1961	1962
Motel	2.9	2.6	2.9	2.4	2.4
Hotel	3.9	4.1	3.5	3.1	3.3
Camping	4.5	3.1	3.3	3.0	3.2
Friends and Relatives	5.4	5.9	5.7	6.2	5.7
Tourist Room	7.9	4.4	2.8	2.4	4.6
Trailer	11.8	7.2	9.0	4.7	5.4
Car	1.9	2.5	2.9	1.4	2.1
Home	0.6	2.4	0.4	0.4	0.4
Other	<u>4.2</u>	<u>3.1</u>	<u>7.1</u>	<u>7.2</u>	<u>7.2</u>
AVERAGE	3.7	3.6	3.8	3.3	3.5

TABLE 10

LENGTH OF STAY IN MONTANA
BY TRIP PURPOSE DURING 1962

TRIP PURPOSE	NIGHTS OF VISITATION															
	LESS THAN ONE		ONE		TWO		THREE		FOUR AND FIVE		SIX TO NINE		TEN AND OVER		TOTAL	
	NO.	%	NO.	%	NO.	%	NO.	%	NO.	%	NO.	%	NO.	%	NO.	%
Vacation	352	9.50	1,240	33.45	861	23.23	432	11.65	363	9.79	245	6.61	214	5.77	3,707	100.00
Business	76	27.94	75	27.57	32	11.76	16	5.88	19	6.99	20	7.35	34	12.51	272	100.00
Pleasure	32	31.68	28	27.72	15	14.85	10	9.90	7	6.93	3	2.97	6	5.95	101	100.00
Business & Vacation	9	16.98	12	22.64	9	16.98	5	9.93	6	11.32	4	7.55	8	15.10	53	100.00
Moving	12	8.82	78	57.35	27	19.85	9	6.62	5	3.68	4	2.94	1	0.74	136	100.00
Other	3	20.00	5	33.33	2	13.33	1	6.67	--	--	1	6.67	3	20.00	15	100.00
TOTAL	484	11.30	1,438	33.57	946	22.08	473	11.04	400	9.34	277	6.47	266	6.20	4,284	100.00

and when he expected to return home. From this information it was possible to compute the number of days involved in the entire trip. Table 11 shows the length in days in 1962 of the entire trip with appropriate groupings, as distributed by trip purpose. Table 12 also shows the average number of days away from home for each trip purpose for the years of 1960, 1961 and 1962.

Approximately 42% of the vacation trips ranged from 11 to 20 days in 1962. About 49% of the business trips were for five days or less, and about 38% of the combined vacation and business trips lasted for 6 to 15 days.

As shown in Table 12, the average vacation trip amounted to 20.9 days in 1960, 22.3 days in 1961 and 23.0 days in 1962. These figures indicate an increasing duration of the average vacation period, but more important, they show that the majority of persons have vacations lasting more than the normal two-week period. The greatest length of time away from home occurred on combination business and vacation trips.

A supplemental analysis shows that about 44% of the trips in 1960 were for 16 days or more, but these trips account for 80% of the total number of days spent away from home. Similar figures for 1961 are that 49% of the trips of 16 days or more account for 80% of the total time spent away from home by all parties. In 1962, 56% of the trips were for 16 days or more, and they accounted for 82% of the total time spent away from home.

Table 13 shows the average number of days away from home as distributed by type of lodging used. There is not a significant difference in the averages of days away from home by year or type of accommodation, with the exception of parties using trailers and those reporting home as the type of lodging. At this point, it could be explained again that these data are based on the type of lodging used on the night previous to the day of interview. This does not mean that each party that reported use of a motel on the previous night would necessarily use motels on all nights of the trip away from home, but as a sampling procedure, this is a reliable indication of the proportion of parties using the different types of facilities during the period of the surveys. Also, it is generally accepted that traveling parties have a tendency to use the same type of facility for the duration of their trips away from home.

From Table 13, it may be noted that persons reporting the use of home as the type of lodging on the previous night also reported the shortest duration for the entire trip away from home. It is assumed that these are mostly short pleasure trips as reported in Tables 11 and 12.

Table 13 also shows that parties using trailer houses stay away from home for the longest period of time, ranging from 39.2 days in 1962 to 45.4 days in 1960 or approximately twice the average stay away from home for all parties.

Table 14 has been prepared to show the relationship between the number of days spent away from home on the entire trip and the number of nights spent in Montana according to type of lodging used. The figures show that the persons visiting friends and relatives spend a substantially higher proportion of the total trip time in Montana than persons do using other types of lodging. In view of the attractions that Montana has to offer, it is surprising that persons using trailers and those camping do not spend a higher proportion of their time in this state.

TABLE 11

DURATION OF ENTIRE TRIP AWAY FROM HOME
BY TRIP PURPOSE DURING 1962

TRIP PURPOSE		DAYS AWAY FROM HOME									TOTAL
		0-5	6-10	11-15	16-20	21-25	26-30	31-40	41-50	OVER 50	
Vacation	No.	153	495	794	756	581	260	314	115	239	3,707
	%	4.13	13.35	21.42	20.39	15.67	7.01	8.47	3.10	6.46	100.00
Business	No.	133	44	24	8	9	8	9	4	33	272
	%	48.89	16.18	8.82	2.94	3.31	2.94	3.31	1.47	12.14	100.00
Pleasure	No.	75	8	2	5	1	--	3	2	5	101
	%	74.26	7.92	1.98	4.95	6.99	--	2.97	1.98	4.95	100.00
Business & Vacation	No.	3	12	8	4	1	2	9	1	13	53
	%	5.66	22.64	15.09	7.55	1.89	3.77	16.98	1.89	24.53	100.00
Moving	No.	60	38	7	5	4	5	12	--	5	136
	%	44.12	27.94	5.15	3.68	2.94	3.68	8.82	--	3.67	100.00
Other	No.	4	2	2	1	--	--	--	1	5	15
	%	26.67	13.33	13.33	6.67	--	--	--	6.67	33.33	100.00
TOTAL	No.	428	599	837	779	596	275	347	123	300	4,284
	%	9.99	13.98	19.54	18.18	13.92	6.42	8.10	2.87	7.00	100.00

TABLE 12

DAYS AWAY FROM HOME
BY TRIP PURPOSE

<u>PURPOSE</u>	<u>1960</u>	<u>1961</u>	<u>1962</u>
Vacation	20.9	22.3	23.0
Business	18.2	26.0	19.6
Pleasure	6.3	10.8	8.9
Business & Vacation	37.0	51.2	37.1
Moving	23.6	13.0	16.7
Other	<u>19.7</u>	<u>57.5</u>	<u>52.8</u>
AVERAGE	20.7	22.8	22.6

TABLE 13

DAYS AWAY FROM HOME
BY TYPE OF LODGING

<u>TYPE OF LODGING</u>	<u>1960</u>	<u>1961</u>	<u>1962</u>
Motel	20.7	22.2	21.9
Hotel	17.6	22.4	20.5
Tourist Room	19.8	17.2	24.5
Camping	21.1	23.2	22.9
Friends	21.0	23.1	20.6
Relatives	17.8	17.0	17.0
Home	3.5	6.2	5.2
Trailer	45.4	41.1	39.2
In Car	21.8	30.8	24.7
Other	<u>26.6</u>	<u>28.1</u>	<u>33.7</u>
AVERAGE	20.7	22.8	22.6

TABLE '14

COMPARISON OF DAYS AWAY FROM HOME
AND NIGHTS STAY IN MONTANA
BY TYPE OF LODGING USED

<u>TYPE OF LODGING</u>	<u>1960</u>			<u>1961</u>			<u>1962</u>		
	<u>NIGHTS IN MONTANA</u>	<u>TOTAL TRIP</u>	<u>% IN MONTANA</u>	<u>NIGHTS IN MONTANA</u>	<u>TOTAL TRIP</u>	<u>% IN MONTANA</u>	<u>NIGHTS IN MONTANA</u>	<u>TOTAL TRIP</u>	<u>% IN MONTANA</u>
Motel	2.9	20.7	14.0	2.4	22.2	10.8	2.4	21.9	10.9
Hotel	3.5	17.6	19.9	3.1	22.4	13.8	3.3	20.5	16.1
Tourist Room	2.8	19.8	14.2	2.4	17.2	13.9	4.6	24.5	18.8
Camping	3.3	21.1	15.6	3.0	23.2	12.9	3.2	22.9	14.0
Friends	4.8	21.0	22.9	6.7	23.1	29.0	5.2	20.6	25.2
Relatives	6.7	17.8	37.6	6.1	17.0	35.9	6.3	17.0	37.1
Home	0.4	3.5	11.4	0.4	6.2	6.5	0.4	5.2	7.7
Trailer	9.0	45.4	19.8	4.7	41.1	11.4	5.4	39.2	13.8
In Car	2.9	21.8	13.3	1.4	30.8	4.5	2.1	24.7	8.5
Other	<u>7.1</u>	<u>26.6</u>	<u>26.6</u>	<u>7.2</u>	<u>28.1</u>	<u>25.6</u>	<u>7.2</u>	<u>33.7</u>	<u>21.4</u>
AVERAGE	3.8	20.7	18.3	3.3	22.8	14.5	3.5	22.6	15.5

EXPENDITURES

The table on page 3 shows the estimated amounts spent per person-day, per party-day and in total for the years of 1958 to 1962, inclusive. Tables 15, 16, 17 and 18 have been prepared to present more detailed information concerning the important subject of tourist expenditures.

During the roadside interviews, the visitor was asked to estimate the amount spent per party-day for meals and lodging. Expenditure amounts for other items were not requested for the reason that this would involve considerable memory error and there was a reluctance to hold the visitor for too long a period on the highway. It is generally accepted, however, that the expenditures for meals and lodging amount to about one-half of the total daily expenditures.

Table 15 shows the reported amount spent per party-day for meals and lodging according to trip purpose. Parties on vacation consistently spend more than parties traveling for other trip purposes. It may be noted that parties on business trips spend less than those on vacation; however, it should also be noted that a business party has fewer persons than a vacation party, so the expenditure per person would provide a better measurement. On a per person basis, expenditures for business and combined business and vacation trips amount to about 20% more than the average for all trip purposes. Those on pleasure trips spend less than other categories, but these persons are generally on short trips, many of which do not involve an expenditure for overnight stops. It may be observed that there has been a gradual increase from year to year in the total estimated amount spent for meals and lodging.

Table 16 shows the estimated expenditures for meals and lodging as distributed by type of lodging used. Parties using motels generally show the highest amount of expenditure per party-day. Parties using noncommercial lodging facilities show substantially lower expenditures per party-day for the reason that they do not pay for their night's lodging. It is also assumed that persons staying with friends and relatives do not pay for the night's lodging; however, there is an indication that they are expending slightly more than the parties using camping, trailers, cars or home for sleeping purposes. Possibly, the slight increase may be attributed to the tendency to reciprocate by entertaining their hosts and family by taking them out to dinner on occasion during the visit.

During the roadside interviews, two sources of expenditure data were available. The visitor was requested to estimate the amount spent per party-day for meals and lodging on the premise that the reported amounts would be doubled to approximate the amount spent for all purposes. The visitor was also asked to report on a postage-paid postcard the estimated total amount spent for all purposes while visiting in Montana. Table 17 presents a comparison of the total amount spent in the state as reported on the returned postcards and the total amount computed by doubling the amount estimated for meals and lodging at interview time and multiplied by the average time spent in the state under different trip purposes. As may be observed from Table 17, there is considerable difference in the amount of expenditures developed from the two sources, and the difference persists for the three years involved. It is hoped that these differences can be resolved under the procedures which have been developed for the 1963 comprehensive tourist survey.

TABLE 15

ESTIMATED EXPENDITURES PER PARTY-DAY
FOR MEALS AND LODGING
BY TRIP PURPOSE

<u>PURPOSE</u>	<u>1960</u>	<u>1961</u>	<u>1962</u>
Vacation	\$15.68	\$15.84	\$17.46
Business	10.05	11.72	12.96
Pleasure	6.32	11.59	11.25
Business & Vacation	14.47	14.84	17.60
Moving	14.91	13.60	17.22
Other	<u>10.30</u>	<u>22.50</u>	<u>9.84</u>
AVERAGE	\$14.64	\$15.38	\$17.04

TABLE 16

ESTIMATED EXPENDITURES PER DAY
FOR MEALS AND LODGING
BY TYPE OF LODGING

<u>TYPE OF LODGING</u>	<u>1960</u>	<u>1961</u>	<u>1962</u>
Motel	\$18.85	\$19.50	\$22.07
Hotel	17.63	18.20	18.45
Tourist Room	17.04	22.94	20.83
Camping	7.97	8.84	8.52
Friends	11.01	12.89	15.64
Relatives	11.32	10.19	14.71
Home	5.11	8.62	10.54
Trailer	8.34	9.39	8.04
In Car	7.20	8.00	9.75
Other	<u>17.23</u>	<u>11.02</u>	<u>11.38</u>
AVERAGE	\$14.64	\$15.38	\$17.04

TABLE 17

ESTIMATED EXPENDITURES IN MONTANA
AS REPORTED FROM RETURNED POSTCARDS
AND COMPUTED FROM ESTIMATES
 (By Trip Purpose)

<u>TRIP PURPOSE</u>	<u>1960</u>		<u>1961</u>		<u>1962</u>	
	<u>POSTCARD</u>	<u>COMPUTED</u>	<u>POSTCARD</u>	<u>COMPUTED</u>	<u>POSTCARD</u>	<u>COMPUTED</u>
Vacation	\$ 81.66	\$106.62	\$ 83.30	\$104.54	\$ 75.78	\$115.24
Business	113.76	120.60	88.55	100.80	160.50	132.20
Pleasure	47.19	18.96	38.37	48.68	59.59	60.76
Business and Vacation	118.71	266.24	150.00	133.56	84.40	267.52
Moving	55.06	68.58	52.89	51.68	61.02	55.10
Other	<u>79.27</u>	<u>156.56</u>	<u>150.00</u>	<u>472.50</u>	<u>111.67</u>	<u>167.28</u>
AVERAGE	\$ 84.86	\$111.26	\$ 82.86	\$101.50	\$ 80.00	\$119.28

FIGURE 2

RELATIONSHIP BETWEEN DURATION OF VISIT
AND
MILES TRAVELED PER DAY

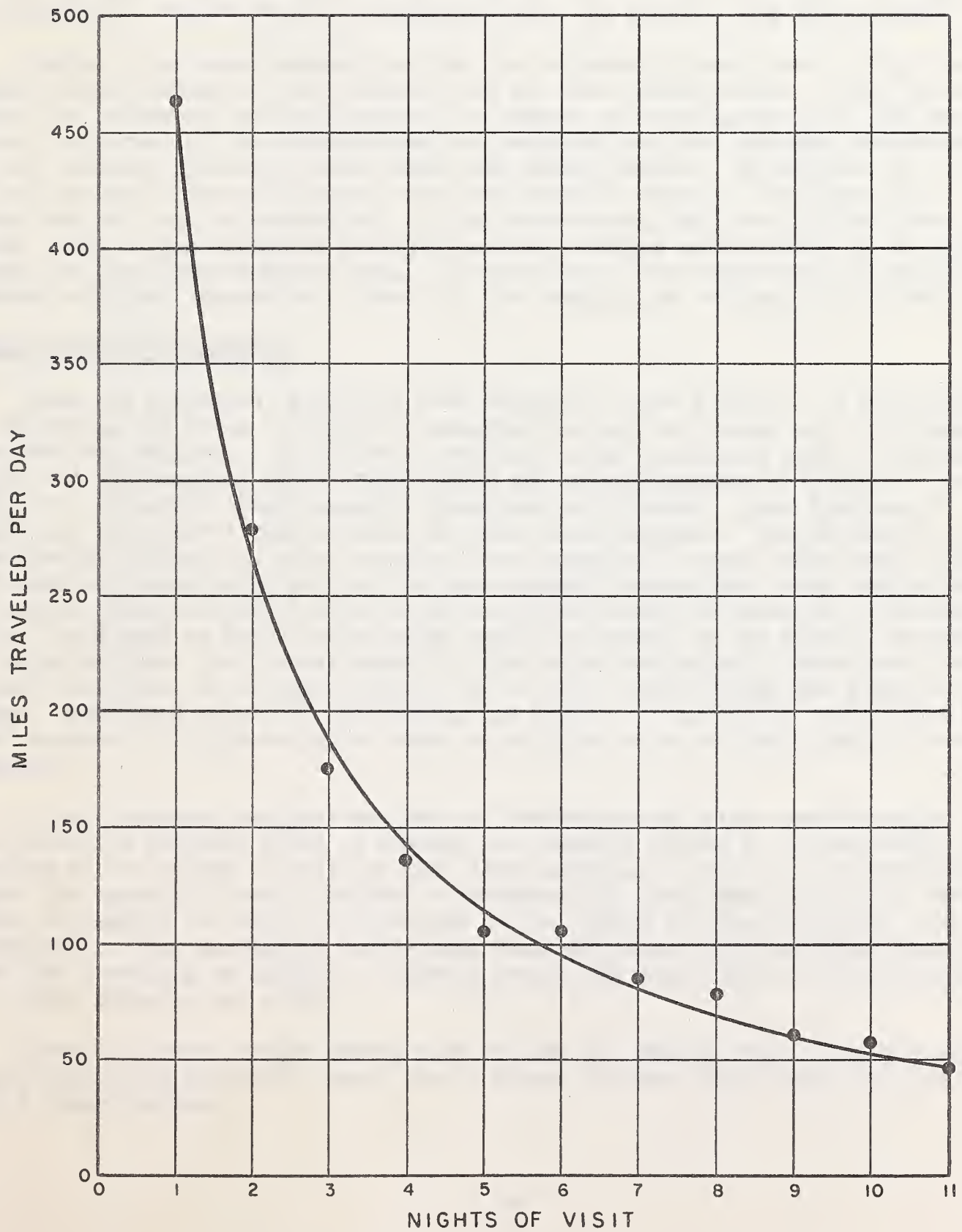


Table 18 presents a similar comparison of expenditure data distributed by type of lodging used. One very evident discrepancy occurs in this table under the "Home" category between the figure reported on returned postcards and the amounts computed from estimated meals and lodging expenditures. This difference arises for the reason that other sources report that the person staying at home on the previous night spent only 0.4 of a day in the state. When this length of stay is applied to the small amount reported as expended for meals and lodging, an unrealistic figure results as compared with the returns from the postcard.

Table 19 has been prepared to show the estimated expenditures during the summer survey period of the visitors from the ten leading states. This table shows the number of visiting parties, the number of visiting persons, the party-days of visitation, the expenditures per party-day and the computed expenditure of all visitors from each state during the survey period. In addition to the actual numbers involved, the rank for each state is shown in this table for each item for ease of comparison. It may be observed that the original order of rank, based on the number of visiting parties, changes considerably as the other items are taken into consideration. In this table, the individual provinces in Canada are shown instead of a total for the Dominion as was reported in Table 1.

MILES TRAVELED IN MONTANA

From the postcards, which had been returned by the visitors, it was possible to determine the route followed in traveling through the state, and the mileage involved was measured. The mileage traveled in the state, the number of days of visit and the computed miles traveled per day by trip purpose are reported in Table 20. Pleasure trips generally have less total travel, less duration of visit and less travel per day than the other trip purposes. The persons who were moving through the state enroute to an objective in some other state traveled substantially more miles per day for the apparent reason that there was no reason to linger while passing through the state. This table indicates an increasing trend, from year to year, in the total amount of travel in the state. It should be explained that the figures shown in this table are probably understated for the reason that only the mileage traveled on the main route through the state was computed. There was no way of determining the amount of incidental travel that might have occurred in sight-seeing or other activities while on side-trips off the main highways.

A supplementary analysis was made of the amount of travel per day while in the state. A definite trend is evident, as shown in Figure 2, of decreasing travel per day as the length of visit in the state increases. This is to be expected since the amount of travel involved in crossing the state would be fairly constant while the amount per day would diminish as the length of stay increases. The only exception to this assumption would occur when the person involved spent most of the time traveling on different highways around the state and was not interested in merely crossing the state.

Table 21 shows similar travel data by type of lodging used. Visitors staying with friends and relatives travel less distance per day since they visit the state for a longer period.

TABLE 18

ESTIMATED EXPENDITURES IN MONTANA
AS REPORTED FROM RETURNED POSTCARDS
AND COMPUTED FROM ESTIMATES
 (By Type of Lodging)

<u>TYPE OF LODGING</u>	<u>1960</u>		<u>1961</u>		<u>1962</u>	
	<u>POSTCARD</u>	<u>COMPUTED</u>	<u>POSTCARD</u>	<u>COMPUTED</u>	<u>POSTCARD</u>	<u>COMPUTED</u>
Motel	\$ 84.93	\$109.34	\$ 80.90	\$ 93.60	\$ 78.52	\$105.94
Hotel	115.79	123.42	72.77	112.84	112.27	121.78
Tourist Room	53.39	95.42	126.10	110.12	62.04	191.64
Camping	61.72	52.60	58.61	53.04	51.68	54.52
Friends	89.48	103.50	125.43	172.72	66.56	162.66
Relatives	90.18	151.68	113.06	122.28	87.37	185.34
Home	94.41	4.08	30.16	6.90	87.12	8.42
Trailer	85.40	150.12	88.84	88.26	97.30	86.84
In Car	34.64	41.76	29.64	22.40	31.12	40.96
Other	<u>128.82</u>	<u>244.66</u>	<u>140.00</u>	<u>158.68</u>	<u>165.04</u>	<u>163.88</u>
AVERAGE	\$ 84.86	\$111.26	\$ 82.86	\$101.50	\$ 80.00	\$119.28

TABLE 19

COMPARISON OF VISITATION AND EXPENDITURE DATA
FOR 1960, 1961 AND 1962

STATE	VISITING PARTIES		TOTAL PERSONS		PARTY-DAYS IN MONTANA		ESTIMATED EXPENDITURES		COMPUTED EXPENDITURES	
	NUMBER	RANK	NUMBER	RANK	NUMBER	RANK	PER PARTY-DAY	NUMBER	PER VISIT	RANK
SUMMER OF 1960										
Washington	392	1	1,169	1	1,541	2	\$26.56	\$40,929	2	
California	385	2	1,141	2	2,257	1	32.20	72,675	1	
Alberta	264	3	910	3	610	5	25.96	15,836	6	
Idaho	199	4	582	6	586	6	20.94	12,271	8	
North Dakota	198	5	542	7	564	7	33.34	18,804	5	
Minnesota	183	6	607	5	923	3	29.76	27,468	3	
Utah	175	7	608	4	670	4	28.50	19,095	4	
Wyoming	143	8	413	8	277	10	19.04	5,274	10	
Illinois	116	9	343	10	349	8	36.84	12,857	7	
Oregon	107	10	350	9	330	9	26.72	8,818	9	
SUMMER OF 1961										
Washington	451	1	1,384	1	1,460	2	\$28.20	\$41,172	2	
California	366	2	1,119	2	1,628	1	33.32	54,245	1	
Alberta	248	3	833	3	585	4	25.94	15,175	5	
Minnesota	189	4	615	4	712	3	29.76	21,189	3	
Illinois	142	5	490	5	448	5	35.40	15,859	4	
Idaho	139	6	404	7	444	6	23.82	10,576	8	
Utah	125	7	447	6	339	8	33.26	11,275	7	
Oregon	117	8	366	8	425	7	27.72	11,781	6	
North Dakota	115	9	340	9	266	9	26.80	7,129	9	
British Columbia	100	10	333	10	211	10	24.22	5,110	10	
SUMMER OF 1962										
California	412	1	1,278	1	2,495	1	\$33.98	\$84,780	1	
Minnesota	340	2	1,169	2	1,383	2	34.54	47,768	2	
Washington	324	3	1,028	3	1,069	3	27.32	29,205	3	
Illinois	208	4	677	4	646	5	38.82	25,078	5	
Michigan	193	5	655	5	852	4	34.16	29,104	4	
Iowa	180	6	643	6	440	6	34.76	15,294	6	
Wisconsin	142	7	488	7	335	10	33.76	11,310	8	
North Dakota	138	8	394	10	343	9	27.24	9,343	9	
Idaho	137	9	424	9	358	8	25.88	9,265	10	
Utah	137	10	488	8	378	7	32.70	12,361	7	

TABLE 20

ESTIMATED MILES TRAVELED IN MONTANA
BY TRIP PURPOSE

<u>TRIP PURPOSE</u>	<u>1960</u>			<u>1961</u>			<u>1962</u>		
	<u>TOTAL</u>	<u>DAYS</u>	<u>PER</u>	<u>TOTAL</u>	<u>DAYS</u>	<u>PER</u>	<u>TOTAL</u>	<u>DAYS</u>	<u>PER</u>
	<u>VISIT</u>	<u>STAY</u>	<u>DAY</u>	<u>VISIT</u>	<u>STAY</u>	<u>DAY</u>	<u>VISIT</u>	<u>STAY</u>	<u>DAY</u>
Vacation	448	3.4	132	478	3.3	145	512	3.3	155
Business	256	6.0	43	434	4.3	101	448	5.1	88
Pleasure	139	1.5	93	278	2.1	132	294	2.7	109
Business and Vacation	442	9.2	48	488	4.5	108	521	7.6	69
Moving	529	2.3	230	607	1.9	320	537	1.6	336
Other	<u>417</u>	<u>7.6</u>	<u>55</u>	<u>625</u>	<u>10.5</u>	<u>60</u>	<u>763</u>	<u>8.5</u>	<u>90</u>
AVERAGE	424	3.8	112	475	3.3	144	506	3.5	145

TABLE 21

ESTIMATED MILES TRAVELED IN MONTANA
BY TYPE OF LODGING

<u>TYPE OF LODGING</u>	<u>1960</u>			<u>1961</u>			<u>1962</u>		
	<u>TOTAL</u>	<u>DAYS</u>	<u>PER</u>	<u>TOTAL</u>	<u>DAYS</u>	<u>PER</u>	<u>TOTAL</u>	<u>DAYS</u>	<u>PER</u>
	<u>VISIT</u>	<u>STAY</u>	<u>DAY</u>	<u>VISIT</u>	<u>STAY</u>	<u>DAY</u>	<u>VISIT</u>	<u>STAY</u>	<u>DAY</u>
Motel	476	2.9	164	505	2.4	210	526	2.4	219
Hotel	420	3.5	120	480	3.1	154	509	3.3	154
Tourist Room	427	2.8	152	363	2.4	151	436	4.6	94
Camping	412	3.3	124	447	3.0	149	494	3.2	154
Friends	380	4.7	81	460	6.7	68	487	5.2	93
Relatives	341	6.7	51	417	6.0	69	461	6.3	73
Home	102	0.4	255	142	0.4	355	165	0.4	412
Trailer	477	9.0	53	482	4.7	102	528	5.4	97
In Car	503	2.9	173	580	1.4	414	529	2.1	251
Other	<u>309</u>	<u>7.1</u>	<u>44</u>	<u>446</u>	<u>7.2</u>	<u>61</u>	<u>552</u>	<u>7.2</u>	<u>76</u>
AVERAGE	424	3.8	112	475	3.3	144	506	3.5	145

OVERNIGHT STOPS

The interview form contained a question concerning the place that the trip started on the day of the interview. From the answer, it was possible to determine where the visitor stopped and spent the previous night. Table 22 shows the principal stopping places for the years of 1960, 1961 and 1962. The percentage distribution and the relative rank are also shown for each year. Nine of the larger cities and the community of West Glacier were reported as the principal stopping places by the out-of-state visitors. Approximately 40% of the visitors stopped at these places on the night before leaving the state.

Since the interview stations were located near the border of the state, it would be assumed that there might be some tendency to favor the cities and communities located near the border as stopping places. From this table it is evident, however, that the larger cities are preferred even though many of them are centrally located within the state. This table seems to confirm the experience that the out-of-state visitors prefer to stop overnight in the larger cities where there is a greater variety of facilities and more opportunities for evening recreation and sight-seeing.

It may be noted that this table shows Yellowstone Park as only a minor overnight-stopping place. This does not represent the true situation for the reason that the interview station near West Yellowstone was located on U.S. 191 north of this community. Consequently, the person who stopped in Yellowstone Park or West Yellowstone and headed westward to Targhee Pass would not have been interviewed or recorded in the survey.

PRINCIPAL OBJECTIVE OF ENTIRE TRIP

As he left the state, the visitor was asked to state the principal objective of his entire trip since leaving home. The results are shown in Table 23. Among the places in Montana, Yellowstone Park occupied first place for all three years of 1960, 1961 and 1962. Glacier Park was second, and the other Montana places mentioned occupied lesser positions. In 1960, about 49% of the visitors mentioned Montana places, including Yellowstone Park, as the principal objective of the entire trip. The Montana places decreased to 40% in 1961 and 35% in 1962. Part of the loss in 1962 may be attributed to a distorted pattern as the result of the Seattle World's Fair. This fair was reported as the principal objective of the entire trip by 33% of the out-of-state visitors during 1962.

MISCELLANEOUS DATA

As the visitor passed the interview station, the interviewer marked the form to show if the visitor had a house trailer, camping trailer, camping rack or a boat. Table 24 shows the number and proportion of visitors having such equipment and the relationship to trip purpose as reported by the visitor. For the three years involved, the number of visitors having such equipment ranged from 15% to 19% of the total. The greatest number of visitors had camping racks; however, as previously explained it is possible that such racks carried luggage or other items instead of camping equipment. The vehicles pulling house trailers ranged from 3.7% to 5.4% of the total. Camping trailers were pulled by from 2.4% to 3.6% of the total visitors.

TABLE 22

PLACE OF OVERNIGHT STOP
PRIOR TO LEAVING STATE

PLACE	1960			1961			1962		
	NO.	%	RANK	NO.	%	RANK	NO.	%	RANK
Billings	364	10.03	1	244	7.26	1	357	8.33	1
Missoula	194	5.35	2	235	6.99	2	327	7.63	2
Kalispell	170	4.68	3	175	5.21	3	152	3.55	6
Bozeman	154	4.24	4	119	3.54	6	180	4.20	4
Livingston	117	3.22	5	95	2.83	8	129	3.01	7
Great Falls	109	3.00	6	142	4.22	4	164	3.83	5
Miles City	91	2.52	7	101	3.00	7	97	2.26	10
Helena	86	2.37	8	81	2.41	9	100	2.33	8
Butte	79	2.18	9	128	3.80	5	190	4.44	3
West Glacier	<u>71</u>	<u>1.95</u>	10	<u>77</u>	<u>2.29</u>	10	<u>92</u>	<u>2.32</u>	9
Subtotal-Top Ten Cities	1,435	39.54		1,397	41.55		1,795	41.90	
Glacier Park	240	6.62		186	5.53		199	4.65	
Yellowstone Park *	71	1.96		34	1.02		82	1.91	
Other Montana	1,557	42.90		1,492	44.38		1,871	43.67	
Other States	<u>326</u>	<u>8.98</u>		<u>253</u>	<u>7.52</u>		<u>337</u>	<u>7.87</u>	
TOTAL	3,629	100.00		3,362	100.00		4,284	100.00	

* Interview station on U.S. 191 was located north of West Yellowstone and would miss traffic heading for Targhee Pass.

TABLE 23

PRINCIPAL OBJECTIVE OF ENTIRE TRIP
REPORTED BY OUT-OF-STATE RESIDENTS

<u>OBJECTIVE</u>	<u>1960</u>		<u>1961</u>		<u>1962</u>	
	<u>NUMBER</u>	<u>PERCENT</u>	<u>NUMBER</u>	<u>PERCENT</u>	<u>NUMBER</u>	<u>PERCENT</u>
Yellowstone Park	354	9.75	351	10.44	428	9.99
Glacier Park	253	6.97	177	5.26	260	6.07
Other Montana Places	<u>1,161</u>	<u>31.99</u>	<u>819</u>	<u>24.36</u>	<u>824</u>	<u>19.23</u>
Subtotal-Montana	1,768	48.71	1,347	40.06	1,512	35.29
Seattle World's Fair	--	--	--	--	1,409	32.89
Other States	<u>1,861</u>	<u>51.29</u>	<u>2,015</u>	<u>59.94</u>	<u>1,363</u>	<u>31.82</u>
Subtotal-Other States	1,861	51.29	2,015	59.94	2,772	64.71
TOTAL	3,629	100.00	3,362	100.00	4,284	100.00

TABLE 24

RELATIONSHIP OF TRIP PURPOSE TO
USE OF SLEEPING AND RECREATIONAL EQUIPMENT

TRIP PURPOSE	HOUSE TRAILER		CAMPING TRAILER		CAMPING RACK		BOAT		NO EQUIPMENT		TOTAL	
	NO.	%	NO.	%	NO.	%	NO.	%	NO.	%	NO.	%
1960:												
Vacation	119	4.19	70	2.46	256	9.01	13	0.46	2,383	83.88	2,841	100.00
Business	10	2.13	7	1.50	4	0.85			447	95.52	468	100.00
Pleasure					2	2.35			83	97.65	85	100.00
Business & Vacation	5	4.59	2	1.83	11	10.09			91	83.49	109	100.00
Moving	1	1.01	8	8.08	13	13.13			77	77.78	99	100.00
Other					2	7.41			25	92.59	27	100.00
TOTAL	135	3.71	87	2.40	288	7.94	13	0.36	3,106	85.59	3,629	100.00
1961:												
Vacation	115	3.98	86	2.97	272	9.41	11	0.38	2,408	83.26	2,892	100.00
Business	1	0.46	3	1.38	3	1.38	1	0.46	210	96.32	218	100.00
Pleasure	1	1.23			4	4.94	1	1.23	75	92.60	81	100.00
Business & Vacation	2	3.51			2	3.51			53	92.98	57	100.00
Moving	9	8.04	5	4.46	18	16.07	2	1.78	78	69.65	112	100.00
Other			1	50.00					1	50.00	2	100.00
TOTAL	128	3.81	95	2.83	299	8.89	15	0.44	2,825	84.03	3,362	100.00
1962:												
Vacation	216	5.83	143	3.86	376	10.14	11	0.30	2,961	79.87	3,707	100.00
Business	6	2.20	2	0.74	4	1.47			260	95.59	272	100.00
Pleasure	1	0.99	3	2.97	2	1.98	1	0.99	94	93.07	101	100.00
Business & Vacation	3	5.66			1	1.89			49	92.45	53	100.00
Moving	5	3.68	6	4.41	16	11.76	1	0.74	108	79.41	136	100.00
Other	2	13.33			2	13.33			11	73.34	15	100.00
TOTAL	233	5.44	154	3.59	401	9.36	13	0.31	3,483	81.30	4,284	100.00

The postcard handed to the visitors leaving the state had spaces reserved for the recording of comments concerning the visit in the state. About 63% of the cards were not returned and about 16% of the returned cards did not have any comment. This left comments from about 21% of the visitors.

There was a great variety of comments received; however, for processing purposes they could be classified into several major categories and further placed into categories of favorable comments and unfavorable comments. These comments are reported in Table 25.

From the table, it may be noted that 66% of the remarks for the three-year period were favorable. Paradoxically, the principal favorable comment concerned good roads, and the principal unfavorable comment concerned poor roads. Other principal favorable comments concerned enjoyment of the scenery and the trip in general. Other principal unfavorable comments concerned the need for more campgrounds and the need for better signing of our highways.

For comparison purposes, data have been collected from other sources to be used as indicators of the trend in out-of-state visitation to Montana. Table 26 shows the results as expressed in actual quantities and the percentage of increase from 1959 to 1962.

From this table, it is evident that the reported number of visitors at principal places has shown an increase substantially greater than the increase in the number of out-of-state visitors as developed from the annual tourist surveys. Also, the number of fishing and hunting licenses sold to out-of-state residents show an increase from 1959 to 1962 that is substantially above the increase in out-of-state visitors as developed from the tourist surveys.

The reported visitors at the principal attractions have increased at a rate equal to about twice the reported increase in out-of-state visitors. The two types of indicators are not directly comparable, however, for the reason that the tourist surveys are confined to out-of-state visitors, whereas visitors to the principal places include all visitors, both in-state and out-of-state. Also visitors to Yellowstone Park can travel through the park without ever being in the state of Montana.

In some instances, the number of visitors is determined from voluntary registrations, but in other places such as the national parks, a reliable figure should be derived from counts at entrance gates. Also the sales of fishing and hunting licenses to out-of-state visitors should be considered as accurate figures.

The accuracy of the tourist survey figures can be verified to considerable extent by comparison with other traffic figures and motor fuel sales in the state. Table 26 shows that the vehicle-miles of travel on the Primary Highway System in the state, as developed from the regular traffic-counting program, have increased by 18% during the period of 1959 to 1962. During the same period, the estimated out-of-state visitors increased by 21%. The gross gallonage of gasoline sales during the same period increased by 6%, and when the refunds for nonhighway use are considered, the net gallonage attributable to highway usage has increased by 9%. Total travel of all vehicles on the Primary Highway System, including both in-state and out-of-state passenger cars and trucks, has increased by 11% during the period of 1959 to 1962.

TABLE 25

TOURIST COMMENTS

	<u>1960</u>		<u>1961</u>		<u>1962</u>		<u>THREE-YEAR TOTAL</u>	
	<u>NUMBER</u>	<u>% OF REMARKS</u>	<u>NUMBER</u>	<u>% OF REMARKS</u>	<u>NUMBER</u>	<u>% OF REMARKS</u>	<u>NUMBER</u>	<u>% OF REMARKS</u>
<u>FAVORABLE REMARKS</u>								
Good Roads	195	26.79	133	16.24	113	10.54	441	16.84
Good Accommodations	18	2.47	15	1.83	16	1.49	49	1.87
Enjoyed Scenery	82	11.26	107	13.07	161	15.02	350	13.36
Enjoyed Trip	74	10.17	124	15.14	182	16.99	380	14.51
Enjoyed Hospitality	34	4.67	36	4.40	16	1.49	86	3.28
Other	<u>32</u>	<u>4.39</u>	<u>141</u>	<u>17.21</u>	<u>242</u>	<u>22.57</u>	<u>415</u>	<u>15.85</u>
Subtotal-Favorable	435	59.75	556	67.89	730	68.10	1,721	65.71
<u>UNFAVORABLE REMARKS</u>								
Poor Roads	111	15.25	89	10.87	96	8.96	296	11.30
Poor Accommodations	17	2.34	13	1.59	7	0.65	37	1.41
High Cost of Accommodations	5	0.69	7	0.85	1	0.09	13	0.50
High Cost of Gasoline	7	0.96	13	1.59	28	2.61	48	1.83
Need More Campgrounds	52	7.14	26	3.17	55	5.13	133	5.08
Need Better Signs	35	4.81	36	4.40	38	3.55	109	4.16
Need Better Detours	10	1.37	3	0.37	--	--	13	0.50
Other	<u>56</u>	<u>7.69</u>	<u>76</u>	<u>9.27</u>	<u>117</u>	<u>10.91</u>	<u>249</u>	<u>9.51</u>
Subtotal-Unfavorable	293	40.25	263	32.11	342	31.90	898	34.29
Card Not Returned	2,550	--	2,236	--	2,933	--	7,719	--
No Comment on Card	<u>744</u>	<u>--</u>	<u>607</u>	<u>--</u>	<u>665</u>	<u>--</u>	<u>2,016</u>	<u>--</u>
TOTAL	4,022	100.00	3,662	100.00	4,670	100.00	12,354	100.00

TABLE 26

INDICATORS OF OUT-OF-STATE VISITATION

REPORTED VISITORS AT:	<u>INDICATORS OF OUT-OF-STATE VISITATION</u>				INCREASE FROM 1959 TO 1962
	<u>1958</u>	<u>1959</u>	<u>1960</u>	<u>1961</u>	<u>1962</u>
Yellowstone National Park	1,442,428	1,408,667	1,443,288	1,524,088	1,925,227
Glacier National Park	706,841	722,322	724,229	739,982	966,100
Custer Battlefield		128,148	142,249	150,308	179,651
Lewis and Clark Caverns		37,987	41,279	46,848	51,970
Big Hole Battlefield		9,133	10,771	11,556	13,886
Museum of the Plains Indians		47,224	48,320	55,769	69,102
State Historical Museum		160,000	165,000	160,000	500,000
					37%
					34%
					40%
					37%
					52%
					46%
					212%
SALES OF OUT-OF-STATE LICENSES:					
Big Game	3,995	4,015	4,324	4,541	5,530
Deer Permit	7,284	9,343	11,704	13,427	15,215
Antelope Permit		1,237	1,043	2,778	3,714
Six-Day Fishing	41,219	40,272	38,994	41,589	48,412
Season Fishing	<u>6,028</u>	<u>5,760</u>	<u>5,460</u>	<u>5,668</u>	<u>6,520</u>
TOTAL	58,526	60,627	61,525	68,003	79,391
					37%
					62%
					200%
					20%
					13%
					31%
VEHICLE-MILES OF TRAVEL ON PRIMARY SYSTEM	363,541,460	375,602,885	381,951,330	368,176,230	443,256,000
					18%
VISITORS ESTIMATED FROM TOURIST SURVEY	2,562,515	2,734,573	2,693,887	2,678,903	3,327,778
					21%

These additional travel indicators tend to support the conclusion that the number of out-of-state visitors has not been underestimated. There does not appear to be a solution, however, to the reconciliation of the tourist survey figures and the other indicators of the trend in visitation.

In summary it may be stated that, as an average, the out-of-state visitor party in 1962:

1. Consisted of 3.3 persons
2. Stayed away from home for 22.6 days on the entire trip
3. Stayed in Montana for 3.5 days
4. Spent \$34.37 per party-day while in Montana
5. Spent \$120.00 per party while visiting in Montana
6. Spent \$779.00 per party while on entire trip
7. Reported vacation as the trip purpose in 86% of the instances
8. Used noncommercial facilities for overnight sleeping in more than 40% of the instances
9. Had a house trailer, camping trailer or camping rack in 18% of the instances
10. Prefers to stay overnight in the larger cities
11. Listed some place in Montana (including Yellowstone Park) as the principal objective of the entire trip in 35% of the instances
12. Traveled 506 miles while passing through the state, or 145 miles per day of stay
13. Comment favorably on the state in 68% of the instances and unfavorably in 32% of the instances

During the total visitation in the state in 1962, the out-of-state visitor spent \$114,725,146. He paid approximately \$2,000,000 in state gasoline tax or about one-ninth of the total state motor-fuel tax collections. During his visit in the state, he spent about \$.23 for all purposes for each mile of travel.

Figures 3 and 4 contain a sample of the interview form and postcard used during the summertime surveys of 1960, 1961 and 1962.

FIGURE 3

MONTANA STATE HIGHWAY COMMISSION
PLANNING SURVEY DIVISION
1960 TOURIST INTERVIEW FORM

Serial Number _____ Interviewer _____

1. Station _____ Direction of travel _____ ☐ ☐ ☐ 1-3

2. Date: Month _____ Date _____ Hour Beginning _____ ☐ ☐ ☐ ☐ ☐ ☐ 4-9

3. Are you on Vacation ☐ Business ☐ Pleasure ☐ Business & Vacation ☐ ☐ 10
Moving ☐ Other (Explain) _____

4. Where is your home: City _____ State _____ ☐ ☐ 11-12

5. When did you leave home: Month _____ Date _____ ☐ ☐ ☐ ☐ 13-16

6. When will you return home: Month _____ Date _____ ☐ ☐ ☐ ☐ 17-20

7. Where is the farthest point of travel from home: _____ ☐ ☐ 21-22
PLACE STATE

8. Where did you enter Montana: _____ ☐ ☐ ☐ ☐ 23-26
HIGHWAY CITY

9. Where did this trip start today: _____ ☐ ☐ ☐ ☐ 27-30
PLACE STATE

10. Where do you intend to stop tonight: _____ ☐ ☐ ☐ ☐ 31-34
PLACE STATE

11. Where is the principal objective of entire trip: _____ ☐ ☐ ☐ ☐ 35-38
PLACE STATE

12. How many nights did you spend in Montana: _____ ☐ ☐ ☐ 39-41

13. What type of lodging did you use last night: (circle one type) ☐ 42
1. Motel 2. Hotel 3. Tourist Rooms
4. Camping 5. Friends 6. Relatives
7. Home 8. Trailer House 9. Slept in car
10. Other (Explain) _____

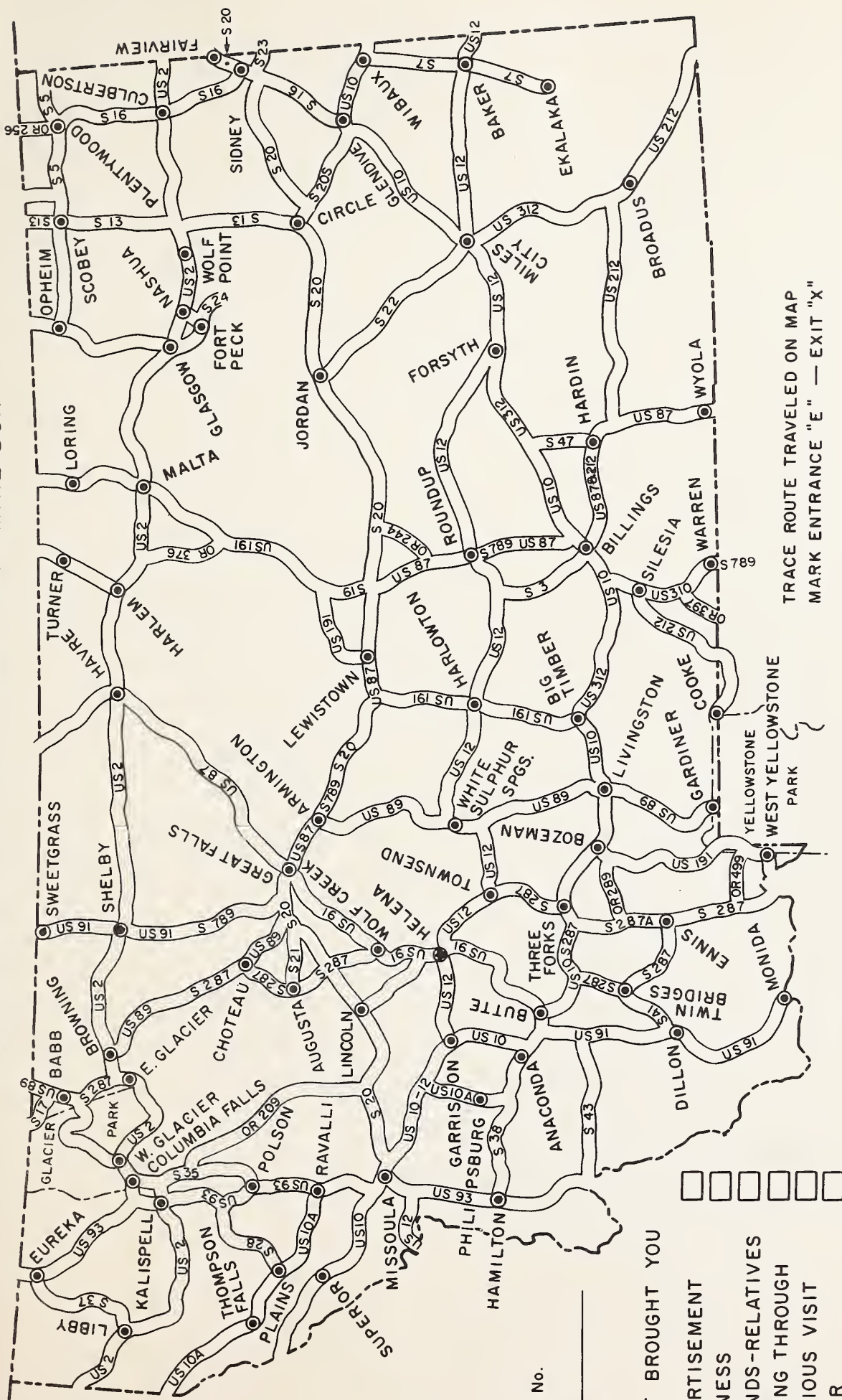
14. What is your estimated cost per day for meals & lodging for entire party _____ ☐ ☐ ☐ 43-45

15. Observation only:
Number in vehicle including driver _____ ☐ ☐ 46-47
State of license _____ Montana County Number _____ ☐ ☐ ☐ ☐ 48-51
1. House trailer ☐ 2. Camping trailer ☐ 3. Camping rack ☐ 4. Boat ☐ ☐ 52

16. Coding only:
Number of days spent on entire trip (see dates above) _____ ☐ ☐ ☐ 53-55
Number of miles traveled in Montana _____ ☐ ☐ ☐ ☐ 56-59

FIGURE 4

PLEASE FILL OUT AND DROP IN ANY MAIL BOX



TRACE ROUTE TRAVELED ON MAP
MARK ENTRANCE "E" — EXIT "X"

Serial No. _____

WHAT BROUGHT YOU

ADVERTISEMENTS

BUSINESS

FRIENDS-RELATIVES

PASSING THROUGH

PREVIOUS VISIT

OTHER

☐

☐

☐

☐

☐

TOTAL MONEY SPENT

IN MONTANA \$ _____

REMARKS:

